

SHUBHAM SONI

Sr. Business Analyst

Profile Summary

- 4+ years of proven experience as a Business Analyst with specialization in automotive and ed-tech domains, driving business process improvements, data analytics, and stakeholder alignment.
- In the automotive sector, worked closely with Maruti Suzuki on projects like Sales Interaction Platform and Customer Experience Management, contributing to sales growth and a 20% boost in customer satisfaction by developing centralized portals for booking management and post-sales feedback analysis.
- In the ed-tech space, delivered actionable insights through data transformation and student behavior analysis by designing analytics dashboards that supported improved student engagement and academic services.
- Expertise in gathering and documenting business and technical requirements, preparing BRDs/FRDs, and visualizing workflows using tools like Draw.io, Figma, and Miro.
- Strong experience in tools such as Power BI, Excel, JIRA, Kendis, Trello, with hands-on skills in ETL operations, report building, and dashboard development.
- Experienced in querying and validating data using SQL and R, and identifying key trends for strategic decision-making.
- Adept in both Agile (Scrum/Kanban) and traditional SDLC methodologies with active involvement in sprint planning, UAT coordination, backlog grooming, and daily stand-ups.
- Demonstrated ability to bridge gaps between business users and development teams, ensuring smooth implementation of data-driven platforms and customer-facing solutions.
- Excellent analytical, documentation, and communication skills with a proactive mindset and strong attention to detail.
- Interacted directly with cross-functional stakeholders including product managers, dealer networks, regional heads, and engineering teams.
- Maintained traceability matrices and change logs to document evolving business needs.
- Tracked project status and generated progress reports for internal and client-side leadership.
- UGC-NET qualified with an academic foundation in Economics, combined with certifications in Power BI and Business Analytics with Excel, strengthening domain knowledge and quantitative abilities

Work Profile

Senior Business Analyst

Autovyn Consultancy Pvt Ltd
Jaipur, India | July 2024– Present

Project 1 : Sales Interaction Platform (CJAP – Customer Journey Analytics Platform)

- Acted as a liaison between Maruti Suzuki business teams and development squads to capture and formalize requirements for a unified portal that consolidates all vehicle booking records.
- Created and maintained BRDs, user stories, flow diagrams, and process documentation to support platform design and development.
- Enabled faster pre-sales follow-ups by designing modules to view and manage lead bookings centrally, leading to improved conversion tracking.
- Organized daily stand-ups, sprint planning, and retrospectives using JIRA and Kendis, ensuring requirements were clearly understood and implemented.
- Used Draw.io and figma to design process workflows and user journeys, helping developers and testers visualize platform logic and dependencies.
- Worked on role-based access control (RBAC) and contributed to validating business rules tied to different user personas (dealer, regional officer, head office).

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🌐 <https://www.linkedin.com/in/shubhamsonii->

📖 EDUCATION

Central University of Rajasthan
Integrated MSc. (Economics)

2013-2018 📍 Ajmer

Bhartiya Public School
Higher Secondary School Examination

2011-2012 📍 Sikar

📊 SKILLS

Data Visualization: Power BI, MS

Excel

Database: MySQL

Programming Language: R, Python

(Beginner)

Tools: JIRA, Open Office, Kendis, Confluence, Figma, Draw.io, Trello, Miro, Scrum/Kanban, X-Ray

📄 CERTIFICATION

PowerBI, Simplilearn
Business Analytics with Excel,
Simplilearn
Data Science Methodology -
Coursera

Project 2 : Customer Experience Management System (CXMS)

- Collaborated with business and product owners to build a feedback capture mechanism for post-sales customer satisfaction tracking.
- Contributed to a structured data analysis flow where customer insights were extracted from feedback forms and channeled into Power BI dashboards.
- Enabled early detection of service issues and poor delivery experiences, directly contributing to a 20% improvement in satisfaction scores.
- Developed clear documentation and functional workflows outlining the end-to-end feedback loop: from feedback submission to action-based escalation.

Business Analyst

Evelyn Learning Systems Pvt Ltd

Noida | June 2021 – Apr 2024

- Worked with large volumes of unstructured data and performed ETL operations to clean and transform datasets.
- Developed interactive dashboards using Microsoft Excel and Power BI to track content quality, team productivity, and student performance.
- Delivered insights and executive presentations to stakeholders, enabling data-driven decision-making for content strategies.
- Created performance reports and visualizations to measure key KPIs, enhancing transparency and operational efficiency.

Subject Matter Expert (Freelancing)

Coursehero

Remote | Mar 2020 – Oct 2021

- Used R and Excel for solving advanced research problems and performing data analysis for academic purposes.
- Supported users by answering complex questions in Economics and providing in-depth explanations.

Subject Matter Expert (Freelancing)

Chegg Inc

Remote | Mar 2019 – Feb 2020

- Resolved academic queries related to microeconomics and macroeconomics for global students.
- Ensured clarity, accuracy, and conceptual understanding in explanations and solutions

Intern

Ministry of Statistics and Program Implementation (MOSPI)

Dadra and Nagar Haveli (UT), India

May 2017 – July 2017

- Worked on Population and Agriculture Census data projects.
- Collected, organized, and analyzed large datasets using Excel, and prepared final statistical reports for government record.